

# WHO KNEW ABOUT HARVEY WEINSTEIN?

## REPUTATION FAILURES AND INEFFECTIVE GOSSIP

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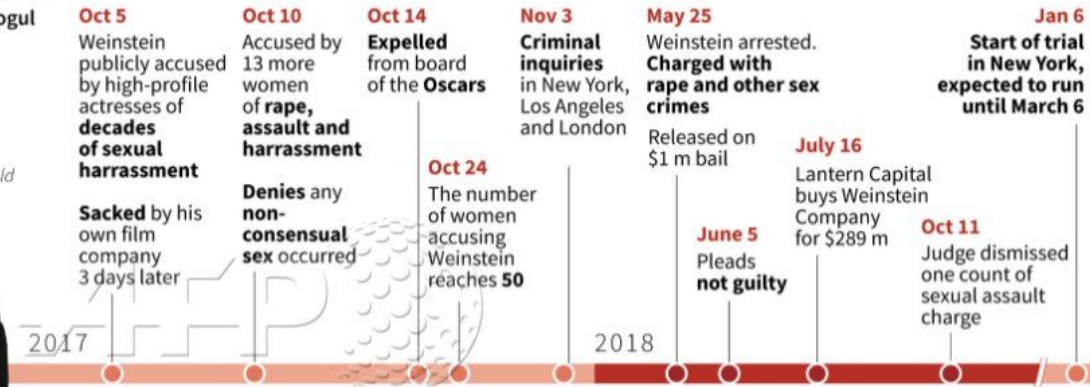


## Harvey Weinstein

The fall of a Hollywood mogul



67 years old



Accusations include:

Rape, Cannes film festival, 1997



Asia Argento

Rape, Sundance film festival, 1997



Rose McGowan

Defamation after rejecting advances



Ashley Judd

2 cases of rape, New York, 2010



Paz de la Huerta

Groping, harassment, 2015



Ambra Battilana Gutierrez

Other celebrities accusing Weinstein of harassment:

- Rosanna Arquette
- Angelina Jolie
- Lea Seydoux
- Gwyneth Paltrow
- Cara Delevingne

Source: AFP Photos/Laif Venance

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**How come that it took more than 20 years to expose Weinstein's behavior?**



**POWER**



**SELF-INTEREST & SUB-  
CULTURE**





# POWER & SELF-INTEREST

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**Harvey Weinstein**

**Weinstein's enablers: how associates helped him silence accusers for years**

With 105 women having levelled accusations against him, how he managed to avoid trouble for decades is now a burning issue



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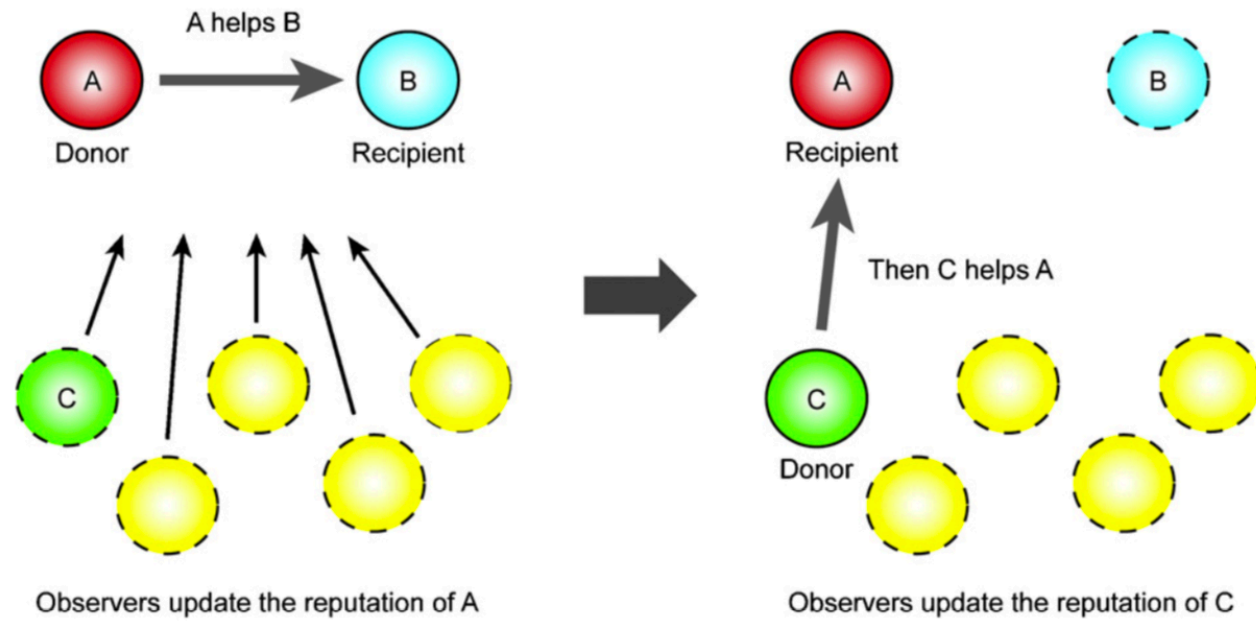


SELF-INTEREST & SUB-CULTURE

REPUTATIONAL FAILURES

1. RUMORS vs GOSSIP
2. GOSSIP IS NEGATIVE
3. INTERDEPENDENCE





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1 SWEDEN 81.7 ↑	2 FINLAND 81.6 ↑	3 SWITZERLAND 81.3 ↓	4 NORWAY 81.1 ↑	5 NEW ZEALAND 79.7	6 AUSTRALIA 79.6 ↓	7 CANADA 79.2 ↓	8 JAPAN 77.9 ↑	9 DENMARK 77.7 ↓	10 NETHERLANDS 76.7 ↓
11 IRELAND 76.1 ↓	12 AUSTRIA 75.6 ↓	13 ITALY 75.0 ↑	14 SPAIN 73.1 ↓	15 BELGIUM 72.6	16 U.K. 72.0 ↑	17 PORTUGAL 71.9	18 FRANCE 69.3 ↑	19 GERMANY 68.5 ↓	20 SINGAPORE 68.5
21 CZECH REP. 65.6	22 GREECE 64.7 ↑	23 THAILAND 63.8 ↓	24 TAIWAN 62.6 ↓	25 HUNGARY 62.0	26 CHILE 60.2 ↑	27 ARGENTINA 60.2	28 PERU 60.0 ↓	29 MALAYSIA 59.7 ↓	30 POLAND 59.5 ↓
31 S. KOREA 58.5 ↑	32 INDONESIA 57.6	33 BRAZIL 57.5 ↓	34 U.S.A. 56.4 ↑	35 INDIA 56.3 ↓	36 U.A.E. 55.9 ↓	37 VIETNAM 55.6	38 PHILIPPINES 55.3 ↓	39 S. AFRICA 54.6 ↓	40 ISRAEL 54.1 ↑
41 MEXICO 52.4 ↓	42 QATAR 51.5 ↓	43 TURKEY 48.9 ↑	44 ROMANIA 48.5 ↓	45 CHINA 47.7 ↑	46 VENEZUELA 47.2 ↓	47 KAZAKHSTAN 46.6 ↓	48 BANGLADESH 46.3	49 COLOMBIA 45.3 ↓	50 ALGERIA 45.1 ↓
51 SAUDI ARABIA 40.5 ↓	52 RUSSIA 38.1 ↓	53 NIGERIA 38.0 ↓	54 IRAN 29.9	55 IRAQ 25.1					

↑ ↓ Positive/negative rank change since 2017



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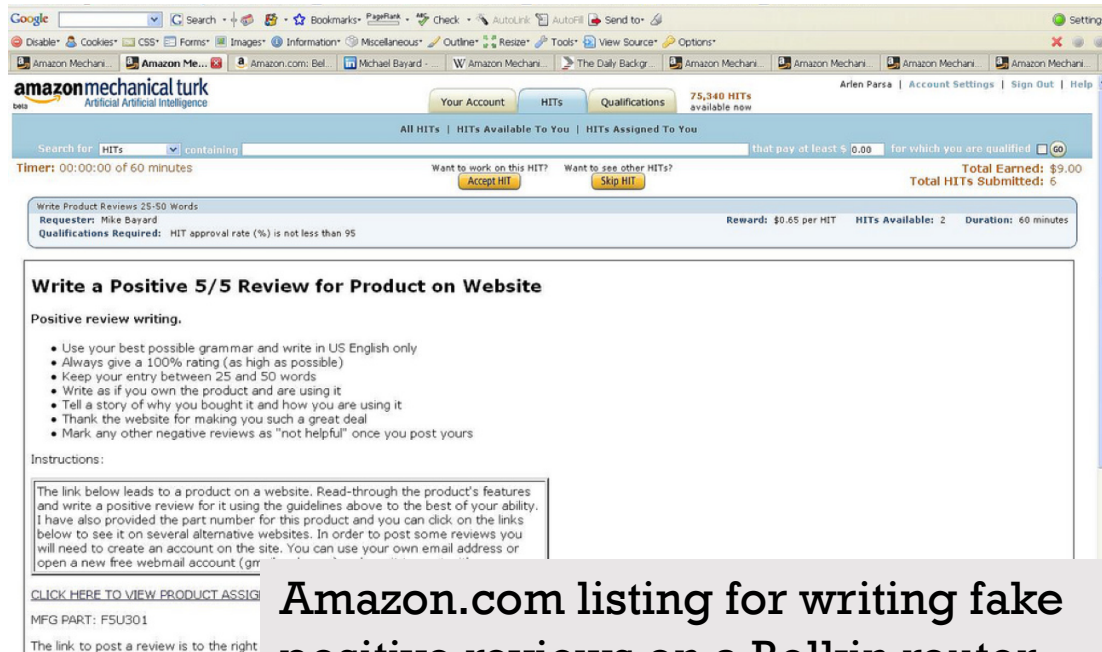
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# REPUTATIONAL FAILURES: ACTIVE LYING



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Reward: \$0.65 per HIT HITs Available: 2 Duration: 60 minutes

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Instructions:

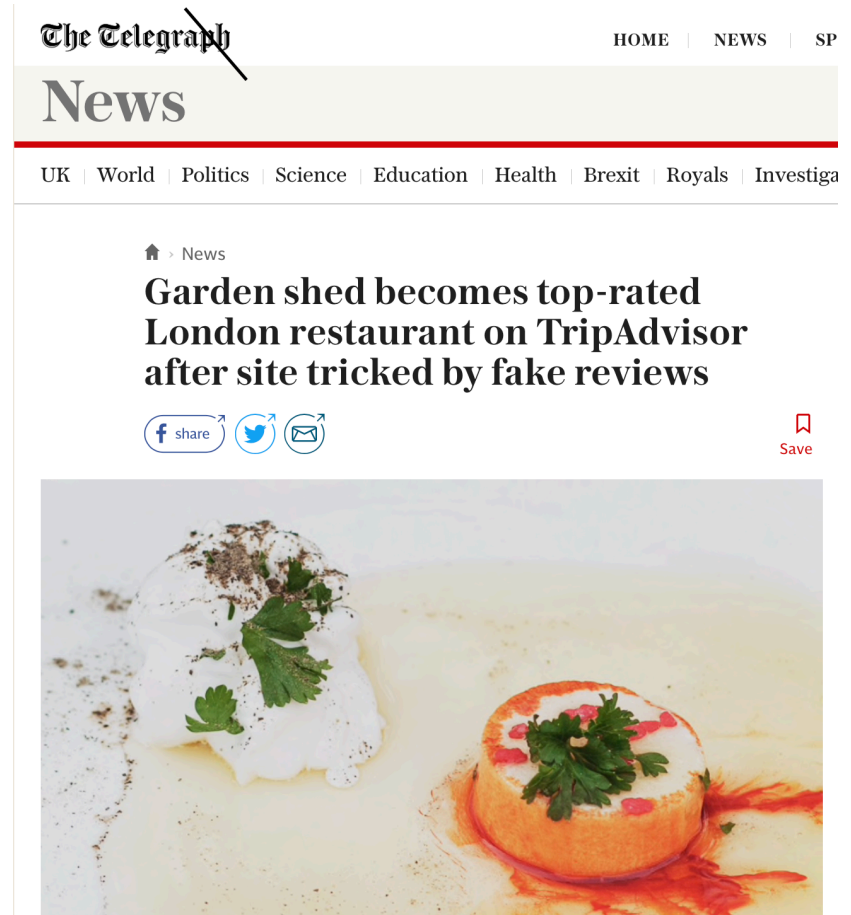
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MFG PART: F5U301

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Amazon.com listing for writing fake positive reviews on a Belkin router (<http://www.thedailybackground.com/2009/01/16/exclusive-belkins-development-rep-is-hiring-people-to-write-fake-positive-amazon-reviews/>)



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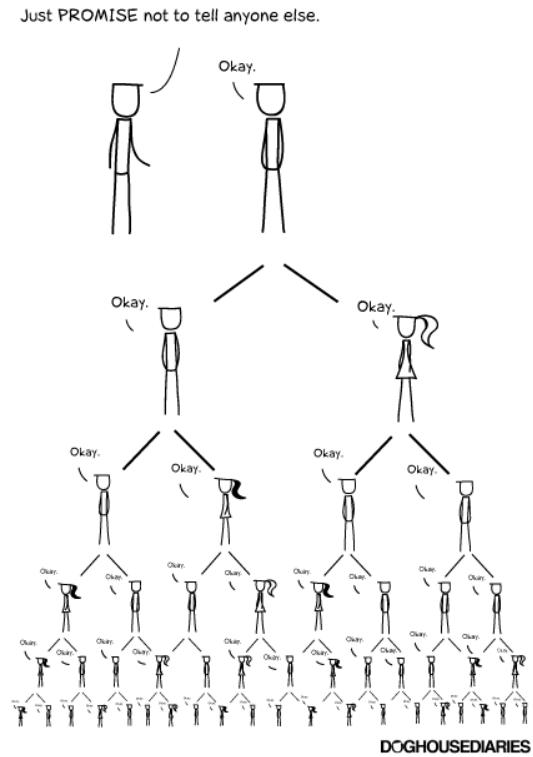
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# REPUTATIONAL FAILURES: NO GOSSIP



# RUMORS

*He alleges that others, like actress Susan Sarandon, knew about the **rumors** that had been swirling around Weinstein for decades.*

*"I knew enough to do more than I did," Tarantino later told the New York Times. "There was more to it than just the **normal rumors**, the normal gossip. It wasn't secondhand. I knew he did a couple of these things."*

*"Every few years, a reporter, alerted to the **rumors**, would sniff around, to see if the smoke might lead to fire."*





# DI FONZO, BORDIA (2007)

## Rumors

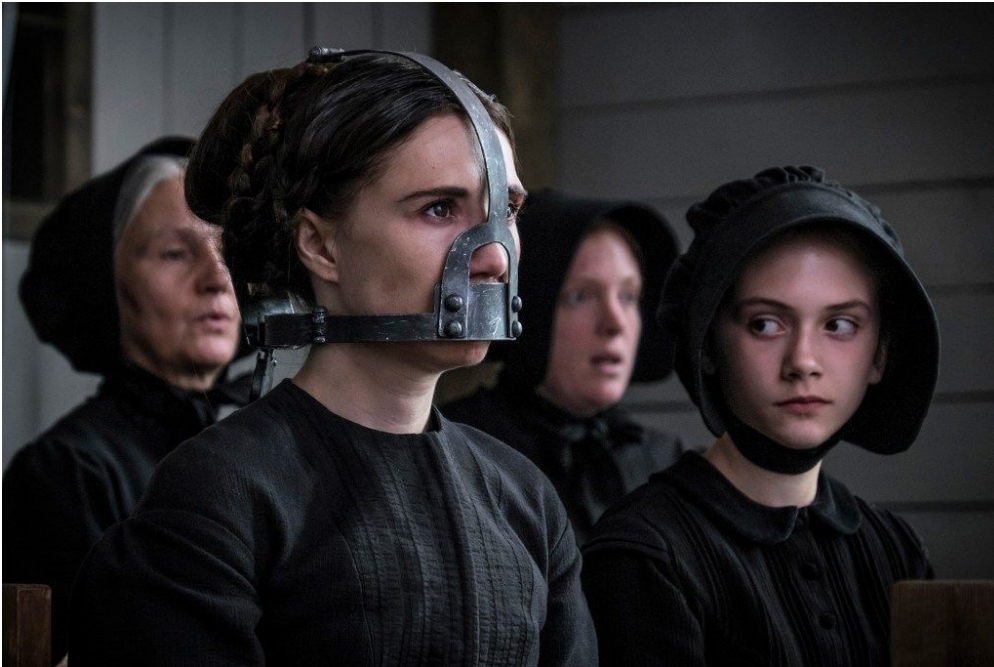
*“unverified and instrumentally relevant information statements in circulation that arise in contexts of ambiguity, danger, or potential threat and that function to help people make sense and manage risk.”*

## Gossip

*“evaluative social talk about individuals, usually not present, that arises in the context of social network formation, change, and maintenance—that is, in the context of building group solidarity.”*



# GOSSIP IS BAD



Scold's bridle

- *In gossip we are pleased to discuss other people's faults, seldom their merits. We thus seem to enjoy evil for evil's sake. We are eager to augment their number and to exaggerate their importance [...] gossip is idle and aimless (Lanz, 1936)*
- Psalm 101:5 “Whoever slanders his neighbor secretly I will destroy”



# INTERDEPENDENCE



- **Deterrence**: the stronger a potential gossipers functional dependence on the object of gossip, the more salient the goal to avoid potential losses resulting from the object's retaliation.
- **Solidarity**: strong cognitive-affective interdependence between potential gossip senders and objects is likely to increase the salience of solidarity norms proscribing to harm each other.





# INTERDEPENDENCE



- **Externality:** strong functional interdependence between potential gossip receivers, objects, and the sender increases the likelihood that the spread of third-party information has negative externalities
- **Coalition:** strong cognitive-affective interdependence between potential gossip receivers and objects is likely to increase (a) the likelihood that the receiver will reveal the sender's identity to the object, (b) the damage that a gossip sender can inflict on their relationship



# REPUTATIONAL FAILURES: NO GOSSIP



- Pay attention to the distinction between rumors and gossip!
- Gossip is not necessarily malicious!
- Be aware of interdependence between those involved!



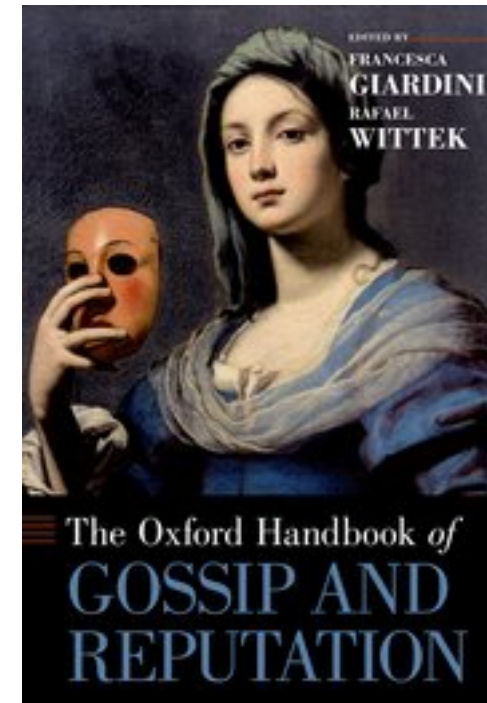
CASSIO: Reputation, reputation, reputation! Oh, I have lost my reputation! I have lost the immortal part of myself, and what remains is bestial. My reputation, Iago, my reputation!

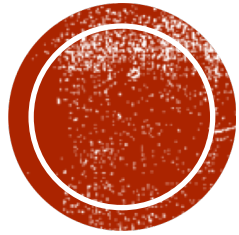
IAGO: As I am an honest man, I thought you had received some bodily wound. There is more sense in that than in reputation. Reputation is an idle and most false imposition, oft got without merit and lost without deserving.





# IF YOU WANT TO KNOW MORE...





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### Lance Armstrong is hosting a Mallorca cycling tour with tickets costing \$30,000

The week-long tour will also be attended by Armstrong's former team-mate George Hincapie

Alex Ballinger  
January 23, 2020 11:01 am



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